

# **Kansas Dept. of Health and Environment KS0110**

Iola Register http://www.iolaregister.com/		Allen	Iola, KS	Daily	Readership = 8,930	
Date Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/06/2007	1	Bite taken out of smokeless	42	\$362.04	8,931	
09/15/2007	3	SWK towns share concerns	10	\$86.20	8,931	
09/28/2007	4	We're growing old, too young	21	\$181.02	8,931	
10/04/2007	5	STAY Youth Coalition (Ad)	9	\$77.58	8,931	
			82	\$706.84	35,724	4 total records
Anderson Co. Review http://www.garnett-ks.com		W Anderson	Garnett, KS	Weekly	Reade	rship = 6,686
	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/25/2007	1C	Steps to Manage COPD	55	\$466.95	6,686	
			55	\$466.95	6,686	1 record
Atchison Globe http://www.atchisonglobeonline.com		Atchison	Atchison, KS	Bi-Week	ly Reade	rship = 7,928
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/08/2007	4	Results from Globe online interactive poll	4	\$55.20	7,928	
09/08/2007	6	Statewide Smoking Ban (cartoon)	16	\$220.80	7,928	
09/15/2007	4	BC tightens tobacco rules	25	\$345.00	7,928	
09/22/2007	1C	Steps to Manage COPD	52	\$717.60	7,928	
			97	\$1,338.60	31,712	4 total records

Ellinwood Leader		Barton	Ellinwood, KS	Weekly	Readership = $2,205$	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/07/2007	2	Statewide smoking ban cartoon	11	\$51.37	2,206	
			11	\$51.37	2,206 1 record	

<b>Great Bend Tribune</b>		ne Barton	Great Bend, KS	Daily	Reader	ship = 13,852
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/06/2007	2B	Anti-tobacco activists offering something new	19	\$188.10	13,853	
09/13/2007	7	What makes some cholesterol OK?	15	\$148.50	13,853	
09/28/2007	4	Kansas needs to drop pounds	8	\$79.20	13,853	
			42	\$415.80	41,559	3 total records

Ft. Scott Tribune http://www.fstribune.com		Bourbon Fort So	cott, KS	Daily	Readership = $6,410$	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/11/2007	3	Teen drug, cigarette use declines, but alcohol is still a	21	\$206.85	6,410	
			21	\$206.85	6.410 1 record	

Hiawatha World		Brown	Brown Hiawatha, KS	Bi-Week	ership = 4,696	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/25/2007 10/02/2007	1 3	Not harmless K-State has office in Hiawatha?	50 16	\$375.00 \$120.00	4,697 4,697	
10/02/2007		X State has office in Thawatha.	66	\$495.00	9,394	2 total records

Horton Headlight		Brown	Horton, KS	Weekly	Readership = 3,792	
Date	Page #	Headline	Col. Inche	s Ad Equiv	Rdshp	
09/20/2007 09/27/2007	1 9	Up in Smoke Letters to the Editor	1 6	\$6.00 \$36.00	3,793 3,793	
			7	\$42.00	7,586	2 total records
Augusta http://www.augu	Daily Gaz	ette Butler	Augusta, KS	Daily	Reade	rship = <b>4</b> ,567
Date	Page #	Headline	Col. Inche	s Ad Equiv	Rdshp	
09/11/2007 09/11/2007	6 6	Tobacco Free mtg. noon Thursday at El Dorad Tobacco Free mtg. noon Thursday at El Dorad		\$59.29 \$59.29	4,568 4,568	
			14	\$118.58	9,136	2 total records
El Dorac		Butler	El Dorado, KS	Daily	Reade	rship = 7,486
		Butler Headline	El Dorado, KS Col. Inche		Reade Rdshp	rship = 7,486
http://www.eldo	radotimes.com/		, 			rship = 7,486
http://www.eldo Date 09/10/2007 09/11/2007	Page #  3 2	Headline Summit: Smokeless does not mean harmless Begin a Healthy Lifestyle	Col. Inche	\$ <b>Ad Equiv</b> \$166.25 \$192.50	<b>Rdshp</b> 7,486 7,486	•
Date 09/10/2007 09/11/2007 09/22/2007	Page #  3 2	Headline  Summit: Smokeless does not mean harmless Begin a Healthy Lifestyle Legislative Update	Col. Inche 19 22 39	\$ <b>Ad Equiv</b> \$166.25 \$192.50 \$341.25	Rdshp 7,486 7,486 7,486 22,458	•
Date 09/10/2007 09/11/2007 09/22/2007	Page #  3 2 2	Headline  Summit: Smokeless does not mean harmless Begin a Healthy Lifestyle Legislative Update	Col. Inche 19 22 39 80	\$ Ad Equiv \$166.25 \$192.50 \$341.25 \$700.00 Daily	Rdshp 7,486 7,486 7,486 22,458	3 total records
http://www.eldo  Date  09/10/2007 09/11/2007 09/22/2007  Columbi	Page #  3 2 2  Is Daily A	Headline  Summit: Smokeless does not mean harmless Begin a Healthy Lifestyle Legislative Update  dvocate  Cherokee	Col. Inche  19 22 39 80  Columbus, KS  Col. Inche	\$ Ad Equiv \$166.25 \$192.50 \$341.25 \$700.00 Daily	Rdshp  7,486 7,486 7,486 22,458  Reade	3 total records

Clay Cer	nter Dispat	cch Clay	Clay Center, KS	Daily	Readership = $6,403$		
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
09/12/2007 09/27/2007	2 6	Smoking bans not a matter for legislature Employers regulating workers' private behavior	14 24	\$117.60 \$201.60	6,403 6,403		
			38	\$319.20	12,806	2 total records	
Concord	lia Blade-E	mpire Cloud	Concordia, KS	Daily	Reade	rship = 5,480	
	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
09/11/2007							
09/11/2007	1	County board hears reports	20	\$132.00	5,481		
09/11/2007	1	County board hears reports	20 <b>20</b>	\$132.00 <b>\$132.00</b>	5,481 <b>5,481</b>	1 record	
Coffey C	Co. Republi	can Coffey	20 Burlington, KS	\$132.00 Bi-Week	5,481	1 record rship = 6,943	
Coffey C	Co. Republi	can Coffey	20	\$132.00	5,481		
Coffey C	Co. Republi	can Coffey	20 Burlington, KS Col. Inches	\$132.00 Bi-Week	5,481		
Coffey C	Co. Republi eycountyonline.com Page #	can Coffey Headline	20 Burlington, KS Col. Inches	\$132.00  Bi-Week  Ad Equiv	5,481  kly Reade		
Coffey C http://www.coffe  Date  10/05/2007  Gleam	Co. Republi eycountyonline.com Page #	can Coffey Headline	20 Burlington, KS  Col. Inches  OKELESS9	\$132.00  Bi-Week  Ad Equiv  \$67.50	5,481  kly Reade  Rdshp  6,944  6,944	rship = 6,943	
Coffey C http://www.coffe  Date  10/05/2007  Gleam	Co. Republication Republication Page #	Cean Coffey  Headline  MELVERN YOUTH PRIDE WILL HOST SMC	20 Burlington, KS  Col. Inches  OKELESS9 9	\$132.00  Bi-Week  Ad Equiv  \$67.50  \$67.50	5,481  kly Reade  Rdshp  6,944  6,944	rship = 6,943  1 record	
Coffey C http://www.coffe  Date  10/05/2007  Gleam http://www.coffe	Co. Republic eycountyonline.com Page # 6	Headline  MELVERN YOUTH PRIDE WILL HOST SMC	20 Burlington, KS  Col. Inches  OKELESS9 9 Gridley, KS	\$132.00  Bi-Week  Ad Equiv  \$67.50  \$67.50  Weekly	5,481  Rdshp  6,944  6,944  Reade	rship = 6,943  1 record	

Arkansa http://www.arkc	s City Tra	veler Cowley	Cowley Arkansas City, KS		Daily	Readership = 8,940	
Date	Page #	Headline	Co	ol. Inches	Ad Equiv	Rdshp	
09/11/2007 10/05/2007	7 1	Pregnant smokers may be depressed OFFICIALS SAY SMOKING MATERIALS CA	3 AUSED 12		\$26.64 \$106.56	8,940 8,940	
			15		\$133.20	17,880	2 total records
Pittsburg	g Morning	g Sun Crawford	Pittsburg, K	XS.	Daily	Reade	ership = 17,882
Date	Page #	Headline	Co	ol. Inches	Ad Equiv	Rdshp	
09/10/2007	6	Lawmakers wisely butt out on smoking regulatio	ons 29	)	\$421.95	17,882	
			29	)	\$421.95	17,882	1 record
Oberlin http://www.nwk		Decatur	Oberlin, KS	5	Weekly	Reade	ership = 4,832
Date	Page #	Headline	Co	ol. Inches	Ad Equiv	Rdshp	
09/26/2007	1	Students disciplined for breaking rules	18	}	\$157.14	4,832	
			18	}	\$157.14	4,832	1 record
Abilene Reflector-Chronicle http://www.abilene-rc.com/		Chronicle Dickinson	Abilene, KS	3	Daily	Reade	ership = 8,544
 Date	Page #	Headline	Co	ol. Inches	Ad Equiv	Rdshp	
09/15/2007 10/02/2007	2 5	Smoking laws that do work HOPE FOR REFORM SEEN WITH CHANGES	17 S 17		\$127.50 \$127.50	8,544 8,544	

Kansas	Chief	Doniphan	Wathen	a, KS	Weekly	Readership = 6,495		
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
09/13/2007	1B	Highland City Council Meeting		37	\$259.00	6,495		
09/13/2007	8	Parent Notification System initiated at D-West	Schools	17	\$119.00	6,495		
09/20/2007	8	Doniphan County Youth Attend Spit Tobacco S	ummit	15	\$105.00	6,495		
				69	\$483.00	19,485	3 total records	
Lawrence http://www.ljwo	ce Journal- orld.com/	-World Douglas	Lawren	ce, KS	Daily	Reade	rship = 47,076	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
09/17/2007	1	Tobacco farms keep plugging		85	\$2,533.00	47,076		
09/22/2007	1B	Group seeks health care increase		18	\$536.40	47,076		
10/01/2007	7	Low-income smokers would pay most of children	ren's health	18	\$536.40	47,076		
				121	\$3,605.80	141,228	3 total records	
Hays Da	ily News	Ellis	Hays, K	S	Daily	Readei	rship = 29,046	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
09/17/2007	4	Smoking laws		9	\$135.00	29,047		
09/30/2007	2	Wednesday		2	\$30.00	29,047		
				11	\$165.00	58,094	2 total records	
		rom Finner	Garden	City, KS	Daily	Readei	rship = 19,782	
Garden http://www.gcte	City Telego legram.com/	ram Finney	OW1 0011					
Garden http://www.gcte	City Telego elegram.com/ Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
http://www.gcte	elegram.com/	Headline		Col. Inches		<b>Rdshp</b> 19,782		
http://www.gcte	Page #				<b>Ad Equiv</b> \$221.28 \$414.90			
Date 09/12/2007	Page #	Headline Smoking stand		16	\$221.28	19,782		

09/29/2007	2	Meetings Roundup	116	\$248.94 <b>\$1,604.28</b>	19,782 118,692	6 total records
09/24/2007	1	Eating together a recipe for success	26	\$359.58 \$248.04	19,782	

Dodge City Daily Globe http://www.dodgeglobe.com/		Globe	Ford Dodge City, KS	Daily	Readership = 16,969		
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
10/01/2007 10/09/2007	1 4	Taxing Tobacco 'IF YOU SAIL WEST'		• *	\$545.20 \$220.40	16,969 16,969	
				66	\$765.60	33,938 2 total records	

Ottawa I		Franklin Ottawa,	KS	Daily	Readership = 1	1,798
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/11/2007	1	City wants feedback on smoking ban	26	\$231.92	11,799	
09/11/2007	3	School officials eye total removal of smoking, tobacco from	m20	\$178.40	11,799	
09/11/2007	4	Clearing the air	18	\$160.56	11,799	
09/14/2007	4	To smoke or not?	15	\$133.80	11,799	
09/18/2007	1	City: E-mail thoughts on public smoking	27	\$240.84	11,799	
09/20/2007	1	City: Proposed public smoking ban getting big response	18	\$160.56	11,799	
09/27/2007	4	Rethink the smoking ban	11	\$98.12	11,799	
10/01/2007	10	Low-income smokers would pay disproportionate share of.	36	\$321.12	11,799	
10/02/2007	4	Debate over smoking ban should be more polite	12	\$107.04	11,799	
10/09/2007	1	BOARD BANS TOBACCO USE ON DISTRICT	21	\$187.32	11,799	
10/09/2007	4	WE DON'T WANT YOUR SMOKE	5	\$44.60	11,799	
10/09/2007	4	PUT FOCUS ON SMOKING, NOT ON BADMOUTHING	G10	\$89.20	11,799	
10/10/2007	4	SUPPORT YOUTH IN GOVERNMENT, PROPOSED	7	\$62.44	11,799	
			226	\$2,015.92	153,387 13 to	otal records

Daily Un	ion ru.com		Geary	Junction	City, KS	Daily	Reade	rship = 10,561
Date	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
09/12/2007 09/26/2007	3 5	Ready for Change On Smoking Laws			40 13	\$336.00 \$109.20	10,562 10,562	
					53	\$445.20	21,124	2 total records
Ft. Riley	Post army.mil/newspay	<u>per</u>	Geary	Junction	City, KS	Weekly	Reade	rship = 20,240
<b>Date</b>	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
09/21/2007	5	Recognized other members	of the place		3	\$45.30	20,240	
					3	\$45.30	20,240	1 record
Ulysses N	News		Grant	Ulysses,	KS	Weekly	Reade	rship = 5,639
Date	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
09/20/2007	4	Eat dinner with the family			9	\$63.63	5,640	
					9	\$63.63	5,640	1 record
Greeley	Co. Repu	blican	Greeley	Tribune,	KS	Weekly	Reade	rship = 2,707
Date	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
09/12/2007 10/10/2007	10 1	Smokeless does not mean h GREELEY COUNTY SCH		EARNS	10 38	\$48.80 \$185.44	2,707 2,707	
					48	\$234.24	5,414	2 total records

Harvey (	Co. Indepe	ndent Harvey	Halstead	l, KS	Weekly	Reade	ership = 4,643
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
09/20/2007	10	Official Proclamation City of Sedgwick		13	\$91.00	4,644	
09/20/2007 09/20/2007	6 9	Sit Down and Eat With Your Family On Sept. 24 Sedgwick HealthCare Puts Its Patients First	ļ	15 35	\$105.00 \$245.00	4,644 4,644	
09/20/2007	9	Seugwick HealthCare Futs its Fatients First		63	\$441.00	13,932	3 total records
Hesston http://www.hess		Harvey	Hesston,	KS	Weekly	Reade	ership = 3,052
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
10/04/2007	5	TOBACCO ON, LIQUOR NOT ON CITY AGE	ENDA	5	\$43.35	3,052	
				5	\$43.35	3,052	1 record
Newton http://www.thek		Harvey	Newton,	KS	Daily	Reade	ership = 18,156
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
09/14/2007	4	Smoking laws should be made at local level - no	ot by the	11	\$163.90	18,156	
00/10/0007	1	'Eat Dinner With Your Children Day' Monday Group urges cities to ban smoking		4 29	\$59.60 \$432.10	18,156 18,156	
09/18/2007	l l					10,150	
09/18/2007	1	Group arges erries to bair smoking		44	\$655.60	54,468	3 total records
09/20/2007	Co. Monito		Sublette	44	<u>·</u>	,	3 total records
09/20/2007	Co. Monito		Sublette	44	\$655.60	,	
09/20/2007 <b>Haskell</b>		r-Chief Haskell	,	, KS Col. Inches	\$655.60 Weekly	Reade	3 total records

New insurer policy: Trim the fat to cut the fat   32   \$1,094.40   28,285	Holton R		Jackson	Holton, KS	Bi-Week	ly Reade	rship = 10,865
	Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
Table   Tabl							
New insurer policy: Trim the fat to cut the fat   32   \$1,094.40   28,285	09/26/2007	8B	Spit tobacco use topic for community meeting	6	\$42.00	10,865	
Date   Page #   Headline   Headline   Page #   Headline   Page #   Page #				17	\$119.00	21,730	2 total records
New insurer policy: Trim the fat to cut the fat   32   \$1,094.40   28,285   32   \$1,094.40   28,285   1 record	Kansas (	City Busine	ess Journal Jackson	Kansas City, MO	Weekly	Reade	rship = 28,285
Sample   S	Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
Date   Page #   Headline   Col. Inches   Ad Equiv   Rdshp	09/07/2007	1	New insurer policy: Trim the fat to cut the fat	32	\$1,094.40	28,285	
Date   Page #   Headline   Col. Inches   Ad Equiv   Rdshp				32	\$1,094.40	28,285	1 record
1			Jackson	Kansas City, MO	Daily	Reade	rship = 607,344
108		Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
10  09  07  2007   10  10  10  10  10  10  10  10  10  1	09/02/2007		Just take it outside	1	\$512.72	607,345	
Shawnee anti-smoking petition postponed   Specific color   Specific colo			Smoking bans	3			
09/15/2007         10B         Ready for 'smokeasies'?         6         \$3,076.32         607,345           09/15/2007         2B         NEWS ACROSS THE METRO         8         \$4,101.76         607,345           09/22/2007         10B         Gambling problems         8         \$4,101.76         607,345           09/26/2007         1B         Suburb's new ordinance comes with a catch for KC         4         \$2,050.88         607,345           10/02/2007         8         Panic attack raises heart trouble risk         10         \$5,127.20         607,345           10/04/2007         9B         Residents will take lead on KC smoking ban         36         \$18,457.92         607,345           10/04/2007         7         1 in 4 disabled Americans smoke         7         \$3,589.04         607,345           10/05/2007         1B         Feb. 5 vote on smoking sought         34         \$17,432.48         607,345           10/06/2007         8B         MAJOR CAUSE OF ILLNESS         5         \$2,563.60         607,345           10/06/2007         8B         SMOKING SECTION, PLEASE         2         \$1,025.44         607,345           10/06/2007         8B         LET MARKET DECIDE         4         \$2,050.88         607,345				4			
09/15/2007         2B         NEWS ACROSS THE METRO         8         \$4,101.76         607,345           09/22/2007         10B         Gambling problems         8         \$4,101.76         607,345           09/26/2007         1B         Suburb's new ordinance comes with a catch for KC         4         \$2,050.88         607,345           0/02/2007         8         Panic attack raises heart trouble risk         10         \$5,127.20         607,345           0/04/2007         9B         Residents will take lead on KC smoking ban         36         \$18,457.92         607,345           0/04/2007         7         1 in 4 disabled Americans smoke         7         \$3,589.04         607,345           0/05/2007         1B         Feb. 5 vote on smoking sought         34         \$17,432.48         607,345           0/06/2007         8B         MAJOR CAUSE OF ILLNESS         5         \$2,563.60         607,345           0/06/2007         8B         SMOKING SECTION, PLEASE         2         \$1,025.44         607,345           0/06/2007         8B         LET MARKET DECIDE         4         \$2,050.88         607,345           0/10/2007         B10         SMOKING BANS         3         \$1,538.16         607,345			Shawnee anti-smoking petition postponed				
09/22/2007       10B       Gambling problems       8       \$4,101.76       607,345         09/26/2007       1B       Suburb's new ordinance comes with a catch for KC       4       \$2,050.88       607,345         10/02/2007       8       Panic attack raises heart trouble risk       10       \$5,127.20       607,345         10/04/2007       9B       Residents will take lead on KC smoking ban       36       \$18,457.92       607,345         10/04/2007       7       1 in 4 disabled Americans smoke       7       \$3,589.04       607,345         10/05/2007       1B       Feb. 5 vote on smoking sought       34       \$17,432.48       607,345         10/06/2007       8B       MAJOR CAUSE OF ILLNESS       5       \$2,563.60       607,345         10/06/2007       8B       SMOKING SECTION, PLEASE       2       \$1,025.44       607,345         10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
09/26/2007       1B       Suburb's new ordinance comes with a catch for KC       4       \$2,050.88       607,345         10/02/2007       8       Panic attack raises heart trouble risk       10       \$5,127.20       607,345         10/04/2007       9B       Residents will take lead on KC smoking ban       36       \$18,457.92       607,345         10/04/2007       7       1 in 4 disabled Americans smoke       7       \$3,589.04       607,345         10/05/2007       1B       Feb. 5 vote on smoking sought       34       \$17,432.48       607,345         10/06/2007       8B       MAJOR CAUSE OF ILLNESS       5       \$2,563.60       607,345         10/06/2007       8B       SMOKING SECTION, PLEASE       2       \$1,025.44       607,345         10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
10/02/2007       8       Panic attack raises heart trouble risk       10       \$5,127.20       607,345         10/04/2007       9B       Residents will take lead on KC smoking ban       36       \$18,457.92       607,345         10/04/2007       7       1 in 4 disabled Americans smoke       7       \$3,589.04       607,345         10/05/2007       1B       Feb. 5 vote on smoking sought       34       \$17,432.48       607,345         10/06/2007       8B       MAJOR CAUSE OF ILLNESS       5       \$2,563.60       607,345         10/06/2007       8B       SMOKING SECTION, PLEASE       2       \$1,025.44       607,345         10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
10/04/2007       9B       Residents will take lead on KC smoking ban       36       \$18,457.92       607,345         10/04/2007       7       1 in 4 disabled Americans smoke       7       \$3,589.04       607,345         10/05/2007       1B       Feb. 5 vote on smoking sought       34       \$17,432.48       607,345         10/06/2007       8B       MAJOR CAUSE OF ILLNESS       5       \$2,563.60       607,345         10/06/2007       8B       SMOKING SECTION, PLEASE       2       \$1,025.44       607,345         10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
10/04/2007       7       1 in 4 disabled Americans smoke       7       \$3,589.04       607,345         10/05/2007       1B       Feb. 5 vote on smoking sought       34       \$17,432.48       607,345         10/06/2007       8B       MAJOR CAUSE OF ILLNESS       5       \$2,563.60       607,345         10/06/2007       8B       SMOKING SECTION, PLEASE       2       \$1,025.44       607,345         10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
10/05/2007       1B       Feb. 5 vote on smoking sought       34       \$17,432.48       607,345         10/06/2007       8B       MAJOR CAUSE OF ILLNESS       5       \$2,563.60       607,345         10/06/2007       8B       SMOKING SECTION, PLEASE       2       \$1,025.44       607,345         10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
10/06/2007       8B       MAJOR CAUSE OF ILLNESS       5       \$2,563.60       607,345         10/06/2007       8B       SMOKING SECTION, PLEASE       2       \$1,025.44       607,345         10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
10/06/2007       8B       SMOKING SECTION, PLEASE       2       \$1,025.44       607,345         10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
10/06/2007       8B       LET MARKET DECIDE       4       \$2,050.88       607,345         10/10/2007       B10       SMOKING BANS       3       \$1,538.16       607,345							
10/10/2007 B10 SMOKING BANS 3 \$1,538.16 607,345							
				4			
139 \$71,268.08 9,717,520 16 total reco	10/10/2007	B10	SMOKING BANS	3	\$1,538.16	607,345	
				139	\$71,268.08	9,717,520	16 total records

Gardner http://www.gard		Johnson	Gardner, KS	Bi-Week	ly Reade	rship = 5,292
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/26/2007	3	Blowing smoke	17	\$340.00	5,292	
			17	\$340.00	5,292	1 record
Olathe N		Johnson	Olathe, KS	Daily	Reade	rship = 10,147
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/08/2007 09/27/2007 09/28/2007	4 4	So, what happens now? Survey reveals prescription-drug abuse amos Society bears responsibility for teen drug, al		\$740.00 \$1,776.00 \$666.00	10,148 10,148 10,148	
			86	\$3,182.00	30,444	3 total records
Shawnee http://www.shaw	e Dispatch vneewestdispatch.c	Johnson	Shawnee, KS	Weekly	Reade	rship = 56,809
<b>Date</b>	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/05/2007 09/26/2007 10/03/2007 10/03/2007	1 1 1 4	City mulls ins, outs of petition Smoke ban is enacted by Council Bars wait for next shoe to drop A failure of leadership	30 40 57 20	\$798.00 \$1,064.00 \$1,516.20 \$532.00	56,810 56,810 56,810 56,810	
		<u> </u>	147	\$3,910.20	227,240	4 total records
Parsons http://www.parse		Labette	Parsons, KS	Daily	Reade	rship = 12,921
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
00/40/2005	13	Injury Accident	19	\$169.10	12,921	
09/12/2007						

	vorth Times	S Leaven	worth Leaveny	vorth, KS	Daily	Reade	rship = 12,291
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
10/05/2007	4	CIGARETTE TAX HIKE TO PAY F	OR CHILDREN'S	15	\$202.50	12,291	
				15	\$202.50	12,291	1 record
	a Gazette ooriagazette.com/	Lyon	Empori	a, KS	Daily	Reade	rship = 19,402
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
09/29/2007	5B	Learning to teach health habits		4	\$42.24	19,403	
10/02/2007	4	SMOKE-FREE NEEDED		9	\$95.04	19,403	
				13	\$137.28	38,806	2 total records
Marysvi http://www.mvl	lle Advocat	e Marsha	all Marysvi	ille, KS	Weekly	Reade	rship = 12,086
 Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
<u></u>							
	1B	Practice Prep		139	\$1,112.00	12,086	
09/13/2007		Practice Prep		139 139	\$1,112.00 <b>\$1,112.00</b>	12,086 <b>12,086</b>	1 record
09/13/2007 McPhers		•	rson McPher	139		12,086	1 record rship = 9,137
09/13/2007 McPhers	1B son Sentine	•	rson McPher	139	\$1,112.00	12,086	
09/13/2007  McPhershttp://www.mcp  Date  09/01/2007	1B  Son Sentine  Chersonsentinel.com/  Page #  12	Headline  Lawmakers reject recommending sta	tewide public smokin	son, KS  Col. Inches g.1.3	\$1,112.00  Weekly  Ad Equiv  \$169.00	12,086  Reade  Rdshp  9,138	
McPhers http://www.mcp Date 09/01/2007 09/12/2007	1B  son Sentine  chersonsentinel.com/  Page #  12 4	Headline  Lawmakers reject recommending sta Public smoking Bans need to start in	tewide public smokin	son, KS  Col. Inches  g.1.3 17	\$1,112.00  Weekly  Ad Equiv  \$169.00 \$221.00	12,086  Reade:  Rdshp  9,138 9,138	
McPhershttp://www.mcp Date 09/01/2007 09/12/2007 10/02/2007	Son Sentine chersonsentinel.com/ Page #  12 4 2	Headline  Lawmakers reject recommending sta Public smoking Bans need to start in County commissioners approve seven	tewide public smokin city halls not the ral measures	139 son, KS Col. Inches g.1.3 17 7	\$1,112.00  Weekly  Ad Equiv  \$169.00 \$221.00 \$91.00	12,086  Reade:  Rdshp  9,138 9,138 9,138	
McPhers http://www.mcp Date 09/01/2007 09/12/2007 10/02/2007 10/06/2007	Son Sentine chersonsentinel.com/ Page #  12 4 2 9	Headline  Lawmakers reject recommending sta Public smoking Bans need to start in County commissioners approve seve FAMI WELLNESS PROGRAM RE	tewide public smokin city halls not the ral measures WARDS HEALTHY	139 son, KS Col. Inches g.1.3 17 7 . 27	\$1,112.00  Weekly  Ad Equiv  \$169.00 \$221.00 \$91.00 \$351.00	12,086  Reader  Rdshp  9,138 9,138 9,138 9,138	
McPhershttp://www.mcp Date 09/01/2007 09/12/2007 10/02/2007 10/06/2007 10/08/2007	IB  Son Sentine othersonsentinel.com/  Page #  12 4 2 9 8	Headline  Lawmakers reject recommending sta Public smoking Bans need to start in County commissioners approve sever FAMI WELLNESS PROGRAM RE DEADLIEST FIRES IN U.S. HISTO	tewide public smokin city halls not the ral measures WARDS HEALTHY	139 son, KS Col. Inches g.1.3 17 7 . 27 10	\$1,112.00  Weekly  Ad Equiv  \$169.00 \$221.00 \$91.00 \$351.00 \$130.00	12,086  Reade  Rdshp  9,138 9,138 9,138 9,138 9,138 9,138	
McPhers http://www.mcp Date 09/01/2007 09/12/2007 10/02/2007 10/06/2007	Son Sentine chersonsentinel.com/ Page #  12 4 2 9	Headline  Lawmakers reject recommending sta Public smoking Bans need to start in County commissioners approve seve FAMI WELLNESS PROGRAM RE	tewide public smokin city halls not the ral measures WARDS HEALTHY	139 son, KS Col. Inches g.1.3 17 7 . 27	\$1,112.00  Weekly  Ad Equiv  \$169.00 \$221.00 \$91.00 \$351.00	12,086  Reader  Rdshp  9,138 9,138 9,138 9,138	

Moundri	dge Ledg	er McPherson	Moundridge, KS	Weekly	Reader	ship = 2,139
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/20/2007	7	Inman Family Day Proclamation	9	\$53.46	2,139	
			9	\$53.46	2,139	1 record

Meade C	Co. News	Meade Meade	, KS	Weekly	Readers	ship = 3,709
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/19/2007 10/10/2007	4 1	Students meet with county commissioners COUNTY HOLDS DEPARTMENT HEAD MEETING	23 26	\$109.25 \$123.50	3,710 3,710	
			49	\$232.75	7,420	2 total records

	co. Republic blic-online.com/	C Miami Paol	a, KS	Bi-Weekly	Readership = 10,117	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/26/2007	3B	Spring Hill students waiting longer to try alcohol and	. 17	\$156.40	10,118	
			17	\$156.40	10,118 1 record	

Independ	dence Dail	y Reporter Montgomery Inc	dependence, KS	Daily	Reader	ship = 14,080
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/12/2007	4	Smoking laws	9	\$83.16	14,081	
09/17/2007	10	Cancer society launches bid for health reform	15	\$138.60	14,081	
09/24/2007	1	County commission mulls possible buyout of rural fl	looded22	\$203.28	14,081	
			46	\$425.04	42,243	3 total records

Prairie I	Post	Morris	White City, KS	Weekly	Reade	rship = 2,040
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/13/2007	14	Kansas spit tobacco summit emphasizes sn	nokeless does 14	\$53.20	2,040	
			14	\$53.20	2,040	1 record
Chanute http://www.char	e Tribune	Neosho	Chanute, KS	Daily	Reade	rship = 8,820
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
10/04/2007	1	NO SMOKING!	31	\$256.68	8,820	
			31	\$256.68	8,820	1 record
The Osa	ge County	Herald-Chronicle Osage	Osage City, KS	Weekly	Reade	rship = 10,198
The Osa	ge County erald.com Page #	Herald-Chronicle Osage Headline	Osage City, KS  Col. Inches	Weekly  Ad Equiv	Reade Rdshp	rship = 10,198
http://www.oche	erald.com		Col. Inches			rship = 10,198
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	rship = 10,198
Date 09/13/2007	Page #	Headline  Melvern Youth PRIDE learns to combat spi	Col. Inches	<b>Ad Equiv</b> \$104.04	<b>Rdshp</b> 10,198	rship = 10,198  2 total records
Date 09/13/2007	Page #  1B 4B	Headline  Melvern Youth PRIDE learns to combat spi	Col. Inches at12	Ad Equiv \$104.04 \$34.68	Rdshp 10,198 10,198 20,396	
Date 09/13/2007 09/13/2007 Pratt Tr	Page #  1B 4B	Headline  Melvern Youth PRIDE learns to combat sp. Quaney wins poster contest	Col. Inches it tobacco use at12 4 16	Ad Equiv \$104.04 \$34.68 \$138.72	Rdshp 10,198 10,198 20,396	2 total records
Date 09/13/2007 09/13/2007 Pratt Tri http://www.prat	Page #  1B 4B  ibune ttribune.com/	Headline  Melvern Youth PRIDE learns to combat spr Quaney wins poster contest  Pratt	Col. Inches it tobacco use at12 4 16 Pratt, KS	\$104.04 \$34.68 \$138.72 Daily	Rdshp 10,198 10,198 20,396 Reade	2 total records

Hutchins http://www.hutcl	son News	Reno	Hutchinson, KS	Daily	Reade	rship = 73,319
<b>Date</b>	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/11/2007 10/02/2007	4A 1	Officials to attend tobacco-use prevention forum Changes keep alive hope for reform	7 19	\$183.61 \$498.37	73,319 73,319	
			26	\$681.98	146,638	2 total records
Turon Ro	ecord	Reno	Turon, KS	Daily	Reade	rship = 1,150
	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/06/2007	12	WCTU	6	\$12.00	1,150	
			6	\$12.00	1,150	1 record
Lyons N	ews	Rice	Lyons, KS	Bi-Wee	kly Reade	rship = 4,312
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/28/2007	10	Octobers is SIDS Awareness Month	28	\$194.32	4,312	
			28	\$194.32	4,312	1 record
Kansas S	State Collegian.com	gian Riley	Manhattan, KS	Daily	Reade	rship = 60,126
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/07/2007	4	Marijuana ban is alcohol prohibition of this gene	ration 28	\$245.00	60,127	
			28	\$245.00	60,127	1 record

Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/20/2007         15         Stockton TASK learns to combat spit tobacco use at State         11         \$55.00         3,46           Stockton Sentinel         Rooks         Stockton, KS         Weekly         1           Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/06/2007         8B         Tips to Stop Smoking         53         \$300.51         4,35           09/13/2007         3B         No Snuff Tobacco Education program Sept. 26th at SHS         8         \$45.36         4,35           09/20/2007         5         Kick the Habit! (Ad)         12         \$68.04         4,35	39 39 1 record  Readership = 3,461 hp
Plainville Times   Rooks   Plainville, KS   Weekly   Date   Page #   Headline   Col. Inches   Ad Equiv   Rds	39 1 record  Readership = 3,461  hp  1 1 record
Plainville Times         Rooks         Plainville, KS         Weekly         Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/20/2007         15         Stockton TASK learns to combat spit tobacco use at State         11         \$55.00         3,46           Stockton Sentinel         Rooks         Stockton, KS         Weekly         1           Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/06/2007         8B         Tips to Stop Smoking         53         \$300.51         4,35           09/13/2007         3B         No Snuff Tobacco Education program Sept. 26th at SHS         8         \$45.36         4,35           09/20/2007         5         Kick the Habit! (Ad)         12         \$68.04         4,35	Readership = 3,461 hp 1 1 1 record
Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/20/2007         15         Stockton TASK learns to combat spit tobacco use at State 11         \$55.00         3,46           11         \$55.00         3,46           Stockton Sentinel         Rooks         Stockton, KS         Weekly         1           Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/06/2007         8B         Tips to Stop Smoking         53         \$300.51         4,35           09/13/2007         3B         No Snuff Tobacco Education program Sept. 26th at SHS         8         \$45.36         4,35           09/20/2007         5         Kick the Habit! (Ad)         12         \$68.04         4,35	hp 1 1 1 record
Stockton Sentinel   Rooks   Stockton, KS   Weekly   Date   Page #   Headline   Col. Inches   Ad Equiv   Rds	1 1 record
Stockton Sentinel         Rooks         Stockton, KS         Weekly         I           Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/06/2007         8B         Tips to Stop Smoking         53         \$300.51         4,35           09/13/2007         3B         No Snuff Tobacco Education program Sept. 26th at SHS         8         \$45.36         4,35           09/20/2007         5         Kick the Habit! (Ad)         12         \$68.04         4,35	1 1 record
Stockton Sentinel         Rooks         Stockton, KS         Weekly         I           Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/06/2007         8B         Tips to Stop Smoking         53         \$300.51         4,35           09/13/2007         3B         No Snuff Tobacco Education program Sept. 26th at SHS         8         \$45.36         4,35           09/20/2007         5         Kick the Habit! (Ad)         12         \$68.04         4,35	
Date         Page #         Headline         Col. Inches         Ad Equiv         Rds           09/06/2007         8B         Tips to Stop Smoking         53         \$300.51         4,35           09/13/2007         3B         No Snuff Tobacco Education program Sept. 26th at SHS         8         \$45.36         4,35           09/20/2007         5         Kick the Habit! (Ad)         12         \$68.04         4,35	Readershin = 4.353
09/06/2007 8B Tips to Stop Smoking 53 \$300.51 4,35 09/13/2007 3B No Snuff Tobacco Education program Sept. 26th at SHS 8 \$45.36 4,35 09/20/2007 5 Kick the Habit! (Ad) 12 \$68.04 4,35	readership = 1,000
09/13/2007 3B No Snuff Tobacco Education program Sept. 26th at SHS 8 \$45.36 4,35 09/20/2007 5 Kick the Habit! (Ad) 12 \$68.04 4,35	hp
09/20/2007 5 Kick the Habit! (Ad) 12 \$68.04 4,35	
09/20/2007 12 Stockton TASK learns to combat spit tobacco use at State 9 \$51.03 4.35	
09/20/2007       12       Stockton TASK learns to combat spit tobacco use at State 9       \$51.03       4,35         09/27/2007       8       County board takes short road tour       19       \$107.73       4,35	
09/27/2007 1C Steps to Manage COPD 52 \$294.84 4,35	
153 \$867.51 26,1	24 6 total records
Salina Journal http://www.saljournal.com/ Saline Salina, KS Daily	Readership = 65,784
Date Page # Headline Col. Inches Ad Equiv Rds	hp
10/01/2007 3 Smokers may get taxed for health-care plan 11 \$231.00 65,7	
10/02/2007 5 State officials hope health plan will inspire reform 13 \$273.00 65,7	
24 \$504.00 131,	85

Scott Co. Record		Scott	t Scott City, KS		Readership = $4,075$	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/20/2007	4	'Legal' plunder can lead to serious consequences	30	\$150.00	4,076	
			30	\$150.00	4,076	1 record
Derby Informer http://www.derbyinformer.com/		Sedgwick	Derby, KS	Weekly	Readers	ship = 1,867
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/26/2007 10/03/2007	4 2	Springcreek's smoke-free bar will be 'Madrocks' COALITION WORKS TO ENHANCE THE	17 36	\$263.50 \$558.00	1,868 1,868	
			53	\$821.50	3,736	2 total records
Wichita Eagle http://www.kansas.com		Sedgwick	Wichita, KS	Daily	Readership = 237,817	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/09/2007 09/16/2007 10/09/2007 10/10/2007 10/11/2007	10 1C 6 4C 1B	Smoking ban issue not blowing over Derby gets new sports bar for Christmas MORE EVIDENCE THAT SMOKING BANS I HEALTH HERO MAKES FITNESS BIG PART SMOKING ORDINANCE		\$1,146.15 \$1,146.15 \$764.10 \$3,693.15 \$8,405.10	237,818 237,818 237,818 237,818 237,818	
			119	\$15,154.65	1,189,090	5 total records
Southwest Daily Times <a href="http://www.swdtimes.com/">http://www.swdtimes.com/</a> Seward		Liberal, KS	Daily	Reader	ship = 9,526	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/18/2007	4	Smoking bans should be left to cities	20	\$260.00	9,527	
			20	\$260.00	9,527	1 record

Topeka Capital-Journal <a href="http://www.cjonline.com/">http://www.cjonline.com/</a>		ournal Shawnee	Topeka, KS	Daily	Readership = 110,905	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/08/2007	4	Butting out	29	\$2,195.59	110,906	
09/10/2007	1D	Smoking's legacy	5	\$378.55	110,906	
09/11/2007	2C	Pregnant smokers may suffer depression	13	\$984.23	110,906	
09/11/2007	2	State seeking tax dollars lost online	6	\$454.26	110,906	
09/12/2007	4	State ban makes sense	5	\$378.55	110,906	
09/16/2007	4	Why not statewide?	6	\$454.26	110,906	
09/21/2007	4	Bring up the rear	3	\$227.13	110,906	
09/25/2007	4	Just ban it all	6	\$454.26	110,906	
09/27/2007	1	State employees courted	39	\$2,952.69	110,906	
09/28/2007	2C	Silver Haired Legislature set to convene	12	\$908.52	110,906	
09/30/2007	4	Clear the air	5	\$378.55	110,906	
10/01/2007	5	NATION	2	\$151.42	110,906	
10/02/2007	1B	Pornography industry debated	29	\$2,195.59	110,906	
10/05/2007	1	Experts outline energy of future	23	\$1,741.33	110,906	
10/08/2007	4	CLEARING THE AÏR	8	\$605.68	110,906	
		LIETTO IIII G A DDD ODDIATE	2	¢227 12	110,000	
	4	VETO WAS APPROPRIATE	3	\$227.13	110,906	
10/10/2007	4	VETO WAS APPROPRIATE	194	\$227.13 <b>\$14,687.74</b>	1,774,496	16 total records
Topeka	Metro Ne			· · · · · · · · · · · · · · · · · · ·	1,774,496	16 total records hip = 1,803
Topeka	Metro Ne		194	\$14,687.74	1,774,496	
Topeka http://www.top	Metro Nevekametro.com/ Page #	WS Shawnee Headline	194 Topeka, KS Col. Inches	\$14,687.74  Bi-Week  Ad Equiv	1,774,496 ly Readers Rdshp	
Topeka http://www.top Date	Metro Nevekametro.com/ Page #	WS Shawnee  Headline  Supreme Court turns down tobacco industry so	Topeka, KS  Col. Inches  uit 15	\$14,687.74  Bi-Week  Ad Equiv  \$105.00	1,774,496  ly Readers  Rdshp  1,803	
Topeka http://www.top Date	Metro Nevekametro.com/ Page #	WS Shawnee Headline	Topeka, KS  Col. Inches  uit 15 rican Liberty 28	\$14,687.74  Bi-Week  Ad Equiv  \$105.00 \$196.00	1,774,496  ly Readers  Rdshp  1,803 1,803	hip = 1,803
10/10/2007	Metro Nevekametro.com/ Page #	WS Shawnee  Headline  Supreme Court turns down tobacco industry so	Topeka, KS  Col. Inches  uit 15	\$14,687.74  Bi-Week  Ad Equiv  \$105.00	1,774,496  ly Readers  Rdshp  1,803	
Topeka http://www.top Date 10/03/2007	Metro Nevel ekametro.com/ Page #	WS Shawnee  Headline  Supreme Court turns down tobacco industry so	Topeka, KS  Col. Inches  uit 15 rican Liberty 28	\$14,687.74  Bi-Week  Ad Equiv  \$105.00 \$196.00	1,774,496  ly Readers  Rdshp  1,803 1,803 3,606	hip = 1,803
Topeka http://www.top  Date 10/03/2007 10/05/2007	Metro Nevel ekametro.com/ Page #	WS Shawnee  Headline  Supreme Court turns down tobacco industry st Anti-Smoking Paternalism: A Cancer on American	Topeka, KS  Col. Inches  uit 15 rican Liberty 28  43	\$14,687.74  Bi-Week  Ad Equiv  \$105.00 \$196.00  \$301.00	1,774,496  ly Readers  Rdshp  1,803 1,803 3,606	hip = 1,803  2 total records
Topeka http://www.top Date 10/03/2007 10/05/2007	Metro Nevel ekametro.com/ Page #  1 2	WS Shawnee  Headline  Supreme Court turns down tobacco industry so Anti-Smoking Paternalism: A Cancer on Ame.  Sheridan	Topeka, KS  Col. Inches  uit 15 rican Liberty 28  43  Hoxie, KS	\$14,687.74  Bi-Week  Ad Equiv  \$105.00 \$196.00  \$301.00  Weekly	1,774,496  ly Readers  Rdshp  1,803 1,803 3,606  Readers	hip = 1,803  2 total records

Johnson Pioneer		Stanton	Stanton Johnson, KS		Weekly	Readership = 1,803	
Date	Page #	Headline	Co	l. Inches	Ad Equiv	Rdshp	
09/27/2007 09/27/2007	5 6	Stanton County Recreation Announc SCR Line-Up Released	es Winners for Walk 4 14		\$12.88 \$45.08	1,803 1,803	
			18		\$57.96	3,606	2 total records
Conway Springs Star- Argosy Sumn		r Conway Spr	rings, KS	Weekly	Readership = 2,716		
Date	Page #	Headline	Co	l. Inches	Ad Equiv	Rdshp	
09/06/2007	6	Stop Smoking	3		\$16.50	2,716	
			3		\$16.50	2,716	1 record
Colby Fi	ree Press	Thomas	s Colby, KS		Daily	Reade	rship = 4,761
Date	Page #	Headline	Co	l. Inches	Ad Equiv	Rdshp	
09/24/2007	1	Drug program planned	8		\$74.16	4,761	
			8		\$74.16	4,761	1 record
Basehor Sentinel Wyandotte		otte Bonner Spri	ng, KS	Weekly	Reade	rship = 2,992	
Date	Page #	Headline	Co	l. Inches	Ad Equiv	Rdshp	
09/06/2007 09/27/2007	10 10	Vital chairman against statewide smo Shawnee passes smoking ban	oking ban 12 15		\$102.00 \$127.50	2,992 2,992	
			27		\$229.50	5,984	2 total records

Kansas City Kansan http://www.kansascitykansan.com/		nn Wyandotte	Kansas City, KS	Daily	Readership = 8,254	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/29/2007	4	Democrats gain ground in fights over budget, SC	CHIP 41	\$362.85	8,255	
			41	\$362.85	8,255	1 record
Piper Press http://www.wyandottewest.com/		Wyandotte	Kansas City, KS	Weekly	Reade	ership = 1,451
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/27/2007	1	National campaign to get America moving come	s to 24	\$406.32	1,451	
			24	\$406.32	1,451	1 record
The Chieftain http://www.bonnersprings.com/		Wyandotte	Bonner Springs, KS	Weekly	Reade	ership = 1,230
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
09/06/2007	10	Vital chairman against statewide smoking ban	10	\$85.00	1,230	
09/20/2007 09/27/2007	8 10	Weston area tobacco farms keep plugging along Shawnee passes smoking ban	73 18	\$620.50 \$153.00	1,230 1,230	
<u> </u>	10	Shawhee passes shloking ball	101	\$858.50	3,690	3 total records

#### **Grand Totals**

Publications = 74 Clips = 182 Col. Inches = 3,462 Ad Equiv = \$137,506.51 Rdshp = 14,585,437

## Allen

Publications = 1 Clips = 4 Col. Inches = 82 Ad Equiv = \$706.84 Rdshp = 35,724

## **Anderson**

Publications = 1 Clips = 1 Col. Inches = 55 Ad Equiv = \$466.95 Rdshp = 6,686

#### **Atchison**

Publications = 1 Clips = 4 Col. Inches = 97 Ad Equiv = \$1,338.60 Rdshp = 31,712

#### **Barton**

Publications = 2 Clips = 4 Col. Inches = 53 Ad Equiv = \$467.17 Rdshp = 43,765

#### **Bourbon**

Publications = 1 Clips = 1 Col. Inches = 21 Ad Equiv = \$206.85 Rdshp = 6,410

#### **Brown**

Publications = 2 Clips = 4 Col. Inches = 73 Ad Equiv = \$537.00 Rdshp = 16,980

#### **Butler**

Publications = 2 Clips = 5 Col. Inches = 94 Ad Equiv = \$818.58 Rdshp = 31,594

## Cherokee

Publications = 1 Clips = 1 Col. Inches = 14 Ad Equiv = \$77.00 Rdshp = 5,177

# Clay

Publications = 1 Clips = 2 Col. Inches = 38 Ad Equiv = \$319.20 Rdshp = 12,806

#### Cloud

Publications = 1 Clips = 1 Col. Inches = 20 Ad Equiv = \$132.00 Rdshp = 5,481

# Coffey

Publications = 2 Clips = 2 Col. Inches = 45 Ad Equiv = \$211.50 Rdshp = 7,494

# Cowley

Publications = 1 Clips = 2 Col. Inches = 15 Ad Equiv = \$133.20 Rdshp = 17,880

## Crawford

Publications = 1 Clips = 1 Col. Inches = 29 Ad Equiv = \$421.95 Rdshp = 17,882

#### **Decatur**

Publications = 1 Clips = 1 Col. Inches = 18 Ad Equiv = \$157.14 Rdshp = 4,832

#### **Dickinson**

Publications = 1 Clips = 2 Col. Inches = 34 Ad Equiv = \$255.00 Rdshp = 17,088

# **Doniphan**

Publications = 1 Clips = 3 Col. Inches = 69 Ad Equiv = \$483.00 Rdshp = 19,485

# **Douglas**

Publications = 1 Clips = 3 Col. Inches = 121 Ad Equiv = \$3,605.80 Rdshp = 141,228

#### **Ellis**

Publications = 1 Clips = 2 Col. Inches = 11 Ad Equiv = \$165.00 Rdshp = 58,094

## **Finney**

Publications = 1 Clips = 6 Col. Inches = 116 Ad Equiv = \$1,604.28 Rdshp = 118,692

#### **Ford**

Publications = 1 Clips = 2 Col. Inches = 66 Ad Equiv = \$765.60 Rdshp = 33,938

#### Franklin

Publications = 1 Clips = 13 Col. Inches = 226 Ad Equiv = \$2,015.92 Rdshp = 153,387

# Geary

Publications = 2 Clips = 3 Col. Inches = 56 Ad Equiv = \$490.50 Rdshp = 41,364

## Grant

Publications = 1 Clips = 1 Col. Inches = 9 Ad Equiv = \$63.63 Rdshp = 5,640

# Greeley

Publications = 1 Clips = 2 Col. Inches = 48 Ad Equiv = \$234.24 Rdshp = 5,414

## Harvey

Publications = 3 Clips = 7 Col. Inches = 112 Ad Equiv = \$1,139.95 Rdshp = 71,452

#### Haskell

Publications = 1 Clips = 1 Col. Inches = 16 Ad Equiv = \$72.00 Rdshp = 2,647

## **Jackson**

Publications = 3 Clips = 19 Col. Inches = 188 Ad Equiv = \$72,481.48 Rdshp = 9,767,535

## **Johnson**

Publications = 3 Clips = 8 Col. Inches = 250 Ad Equiv = \$7,432.20 Rdshp = 262,976

#### Labette

Publications = 1 Clips = 1 Col. Inches = 19 Ad Equiv = \$169.10 Rdshp = 12,921

#### Leavenworth

Publications = 1 Clips = 1 Col. Inches = 15 Ad Equiv = \$202.50 Rdshp = 12,291

## Lyon

Publications = 1 Clips = 2 Col. Inches = 13 Ad Equiv = \$137.28 Rdshp = 38,806

## Marshall

Publications = 1 Clips = 1 Col. Inches = 139 Ad Equiv = \$1,112.00 Rdshp = 12,086

#### **McPherson**

Publications = 2 Clips = 7 Col. Inches = 116 Ad Equiv = \$1,444.46 Rdshp = 56,967

#### Meade

Publications = 1 Clips = 2 Col. Inches = 49 Ad Equiv = \$232.75 Rdshp = 7,420

#### Miami

Publications = 1 Clips = 1 Col. Inches = 17 Ad Equiv = \$156.40 Rdshp = 10,118

## **Montgomery**

Publications = 1 Clips = 3 Col. Inches = 46 Ad Equiv = \$425.04 Rdshp = 42,243

## **Morris**

Publications = 1 Clips = 1 Col. Inches = 14 Ad Equiv = \$53.20 Rdshp = 2,040

## Neosho

Publications = 1 Clips = 1 Col. Inches = 31 Ad Equiv = \$256.68 Rdshp = 8,820

# **Osage**

Publications = 1 Clips = 2 Col. Inches = 16 Ad Equiv = \$138.72 Rdshp = 20,396

#### **Pratt**

Publications = 1 Clips = 1 Col. Inches = 29 Ad Equiv = \$241.86 Rdshp = 4,154

## Reno

Publications = 2 Clips = 3 Col. Inches = 32 Ad Equiv = \$693.98 Rdshp = 147,788

## Rice

Publications = 1 Clips = 1 Col. Inches = 28 Ad Equiv = \$194.32 Rdshp = 4,312

## **Riley**

Publications = 2 Clips = 2 Col. Inches = 46 Ad Equiv = \$405.20 Rdshp = 82,566

#### Rooks

Publications = 2 Clips = 7 Col. Inches = 164 Ad Equiv = \$922.51 Rdshp = 29,585

## **Saline**

Publications = 1 Clips = 2 Col. Inches = 24 Ad Equiv = \$504.00 Rdshp = 131,570

#### Scott

Publications = 1 Clips = 1 Col. Inches = 30 Ad Equiv = \$150.00 Rdshp = 4,076

# **Sedgwick**

Publications = 2 Clips = 7 Col. Inches = 172 Ad Equiv = \$15,976.15 Rdshp = 1,192,826

## **Seward**

Publications = 1 Clips = 1 Col. Inches = 20 Ad Equiv = \$260.00 Rdshp = 9,527

#### **Shawnee**

Publications = 2 Clips = 18 Col. Inches = 237 Ad Equiv = \$14,988.74 Rdshp = 1,778,102

#### Sheridan

Publications = 1 Clips = 1 Col. Inches = 7 Ad Equiv = \$33.25 Rdshp = 2,997

#### **Stanton**

Publications = 1 Clips = 2 Col. Inches = 18 Ad Equiv = \$57.96 Rdshp = 3,606

## **Sumner**

Publications = 1 Clips = 1 Col. Inches = 3 Ad Equiv = \$16.50 Rdshp = 2,716

#### **Thomas**

Publications = 1 Clips = 1 Col. Inches = 8 Ad Equiv = \$74.16 Rdshp = 4,761

# Wyandotte

Publications = 4 Clips = 7 Col. Inches = 193 Ad Equiv = \$1,857.17 Rdshp = 19,380